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August 22, 1963

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MEMORANDUM FOR THE RECORD

SUBJECT: Minutes of the Meeting of the Special Group (CI)
2 p.m., Thursday, August 22, 1963

PRESENT: Governor Harriman, The Attorney General, Mr. Bell,
Mr. Murrow, Mr. Forrestal, General Krulak vice
General Taylor, Mr. Meyer vice Mr. McCone

Mr. Maechling, Mr. Jorden, Mr. Carroll, and
Mr. Nolan were also present for the Meeting

NSC REVIEW
COMPLETED,
6/26/2003

1. Report on USIA Counter-insurgency Programs

The entire meeting was devoted to a presentation by Mr. Murrow of USIA's counter-insurgency programs in Washington and in the field.

Mr. Murrow began by outlining the responsibilities of USIA in terms of the President's memorandum to the Director of USIA, dated January 25, 1963. Mr. Murrow pointed out that this memorandum divides USIA's responsibilities into two broad categories: influencing public attitudes in other nations, and advising the President and the rest of the Government on the implications of foreign opinion for present and future U. S. policies, programs, and official statements. The first of these makes USIA the overt psychological instrument of U. S. policy abroad; the second carries with it a heavy responsibility to insure that U. S. policies are not carried out in a vacuum.

Mr. Murrow then outlined the instrumentalities through which USIA carries out its mission abroad. He emphasized that all USIA country programs follow a USIA country plan, which is supplementary to, and conforms with, the over-all U. S. country plan.

Mr. Murrow described USIA programs in critical areas, demonstrating how films, radio, radio broadcasts, books, paperbacks and leaflets complement each other in getting not only the U. S. message across but also that of the local government. He pointed out that in most underdeveloped countries the government lacks the capacity or the capability

State Department review completed

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to project its image and point of view to its own people; in these countries USIA often finds itself in the position where giving advice really means assuming leadership. In insurgency situations USIA's activities are an intensified version of what it does elsewhere. For example, most of the returnees in the current Vietnam amnesty program have emerged from the jungle holding a USIA-written surrender leaflet.

Mr. Murrow then briefly described USIA programs in three countries facing different forms of the communist threat: Ecuador, Thailand, and Vietnam. He followed his description with three ten-minute films made in each of these countries (on civic action in Ecuador, the self-defense corps in Vietnam, and the border patrol police in Thailand) and concluded the meeting with a color film on the President's visit to Central America.

ew. jr.

Charles Maechling, Jr.

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